

Vision 20/20

ColorTyme 1999 Franchise Meeting

General Session Presentation

7th Draft

Fanfare in
Lectern lights up
Fanfare out

MITCH: Good morning! And happy anniversary! I'm sure by now you've guessed that the "20/20" in our meeting theme refers to more than just the quality of our vision. It also refers to the fact that this year is ColorTyme's 20th Anniversary.

Winston Churchill once said, "The farther backward you can look, the farther forward you're likely to see." That's what we're here to do today -- to look back at our 20-year history, during the last 20 years of the 20th Century, and look forward another 20 years into the 21st Century.

And to do that, we have to talk about vision -- because it was vision that created ColorTyme and it's vision that will lead us into the future.

Curtis Mathes/ColorTyme ad
or logo

The ColorTyme brand is actually older than 20 years. It was originally the brand of a wholly-owned subsidiary of Curtis Mathes, the top-line

television manufacturer. Curtis Mathes had traditionally marketed their TV's through company stores that carried very little else. Then ColorTyme was started in order to give Curtis Mathes another brand to market. To give ColorTyme stores greater revenue and profit potential, they carried stereos and appliances in addition to ColorTyme TV's -- with an emphasis on rent-to-own.

Photo Ernie or Mr. T's

They got the idea that might be a profitable thing to do from one of their employees, Willy Talley. Willy's brother Ernie, as I'm sure you know, gave birth to the whole rent-to-own industry back in the sixties when he started renting appliances out of the back of his retail store, Mr. T's. So Willy knew it would work -- especially with TV's because, in the mid-to-late seventies, the black-and-white TV's still in the homes of America were old enough to be on their last legs. Looking at that, Willy realized that, for millions of Americans without credit, "It's time for a color TV." And he was right.

Photo of Ad Slogan

Willy formed a separate division of Curtis Mathes called ColorTyme Distributing, Inc. and set about selling ColorTyme TV's -- and the rent-to-own

concept. Then, in 1979 the first ColorTyme franchise agreements with Mike Kent, Dan Rudden, Bob Hartesty were signed --and it's from that point that we mark our beginnings.

Within a year's time, the ColorTyme concept was proving so successful that some Curtis Mathes dealers were beginning to become ColorTyme dealers instead. So Curtis Mathes decided to sell ColorTyme because it was giving their dealers a conflict of interest.

It took Willy about 2 seconds to jump on that one!

Photo of early store

Photo of later store

••ROLL "EARLY DAYS "VIDEO SEGMENT"••

Willy Talley bought ColorTyme in 1980 and set about building a network of franchised dealers. As Willy saw it, his mission was basically the same as it was before -- to get as many TV's into as many stores as possible. So he set franchise royalties low and concentrated on distributing TV's.

And that business model was just what the times called for. ColorTyme found itself with a hot concept in the middle of a huge, untapped market. All we had to do was "build it and they will come."

In the beginning, ColorTyme stores carried ColorTyme TV's and a few stereos and appliances. That was it. In the early 80's we expanded our stereo and appliance lines. In the mid-eighties we added furniture. And, by the late eighties, our number of stores had reached an all

time high.

•• *ROLL 80's VIDEO SEGMENT* ••

Then, under the pressure of increasing competition, we started running up against the limits of the distribution-network business model. Just “building it” wasn’t enough anymore. Low royalties were great but, when the competition got rough, that just didn’t compensate for the low level of support that went with them. Some franchisees began seeking better opportunities. Then, in 1991, Harvey Industries, who had bought out Curtis Mathes, made the last ColorTyme TV -- and put an end to the old distribution-network business model forever.

It was time for a change --
and the direction that change
needed to take was clear.

For ColorTyme to grow and
prosper as a franchise
organization in the 90's, we
would have to adopt a
different model. We would
have to become competitive
as a franchisor. We would
have to change our mission
from distributing TV's to
helping franchisees succeed
in rent-to-own.

That's when I was brought
on board. I think Willy hired
me because my experience
had been so different from
his. I had been with Rent-A-
Center for nine years and
was used to operating on the
business model that Willy
wanted for ColorTyme, the
business model of a full-
service rent-to-own

company. Only he didn't want us to just be a full-service rent-to-own company, he wanted us to be the best full-service rent-to-own company in the industry. And that vision was 20/20.

•• *ROLL EARLY 90's VIDEO* New brand logos
SEGMENT ••

The first thing we did in pursuit of our new business model was, of course, to add some new brands of TV's to replace the ColorTyme line. And, because we felt the time was right to upgrade our product lines in response to changing consumer demands, we added quality lines like Sony and Toshiba and RCA.

Training/marketing materials

We instituted new training materials and new marketing

Furniture brand logos

programs. We began focusing our bi-annual meetings on the strategic issues we felt would be the most helpful to you -- like positively outrageous customer service, working “on” your business rather than “in” your business, team-building, goal-setting and barrier-breaking.

We also expanded our furniture line -- and here, too, we added quality in response to a changing market, adding brands like Lazy Boy, England Corsair and Basset. As our furniture offerings grew, so did our stores, going from an average of 1000 sq. ft. in the early eighties up to about 4,000 sq. ft. now, with many stores over 5000 sq. ft.

SunTrust logo

Renters Choice logo

RAC logo

In May of 1996 we passed a Mitac Computer

double milestone, by securing SunTrust financing for the expansion of your franchises and by gaining unprecedented purchasing leverage as part of the biggest rent-to-own company in the world.

In 1997 we passed another DVD disk milestone, with the rental of the first computer. That may prove to be a major milestone, especially in light of the way our two new computer programs are taking off.

And in the last twelve months, we passed what will ultimately prove to be the mother of all milestones, with the rental of the first DVD's. DVD's -- and the digital revolution they represent -- present us with an opportunity whose

Graph of ave. store revenues since 1991

potential can only be compared to the potential Willy saw when he saw that it was “time for a color TV.”

Since we adopted the full-service business model, average store monthly revenues have grown from \$31,000 to \$51,000, the highest ever. And our growth rate has steadily accelerated. We’re now opening a new store every week and adding a new franchisee every month. As of today, the ColorTyme System consists of 325 stores and 77 franchisees.

Last known photo of Willy

Kingdome photo

And I’d like to point out that we’ve achieved this growth and set these records in less than optimum economic conditions. Through the nineties, we have experienced the lowest

unemployment rates, the lowest inflation rates and the highest productivity gains in thirty years. It's been a period of extraordinary prosperity.

But that may not be the best climate for rent-to-own. We may actually do better in times that are a bit more recessionary. That's because credit flows like water in prosperous times. So our base of customers who can't get credit may actually have shrunk a bit. Yet ColorTyme is growing like we haven't grown since the early eighties.

Unfortunately, Willy is no longer with us to see what we've accomplished in the last few years. He passed away in 1995. But he'll never be forgotten, because

•• *ROLL "TODAY" VIDEO SEGMENT* ••

MITCH: Now, to bring you an up-to-the-minute vision of the trends at ColorTyme today, please welcome our Chief Operating Officer, Steve Arendt.

the legacy of his vision lives on -- not only at ColorTyme and throughout the rent-to-own industry, but also at the Willy Talley Kingdome we built for Kids Across America. And speaking of Kids Across America, be sure to get by their booth at the trade show this afternoon and see the ColorTyme video they're playing. It's something I really want all of you to see.

As I look back on ColorTyme's last 20 years, I see how Willy's vision guided us to unprecedented prosperity and built ColorTyme into one of the most recognized and respected brands on the market -- and now I see a new vision that promises even greater prosperity for

the future.

Our yesterday was brilliant.

We were pioneers and trend-setters. But our today...is dazzling!

Once again, we're setting trends.

Steve enters, Mitch exits

STEVE: Thank you. I've not had the pleasure of speaking at one of ColorTyme's meetings before and I'm a little overwhelmed that my first time should be on such a landmark occasion.

It's not that I'm uneasy with Colortyme! Far from it! From the beginning of my involvement in the rent-to-own industry with Rent-A-Center in 1984, ColorTyme was the first competitor I became acquainted with -- and, by the way, the one I was told was the best in the industry. I've seen many of the things Mitch touched on earlier today, but from a distance. Since joining ColorTyme on January 4th of this year, I've had the opportunity to meet all of you and have completed 28 field visits with franchisees -- and I have to say I don't think it's possible for you to have made me feel more welcome. For that, I

want to say thank you.

My background is almost exclusively in rent-to-own operations management, and Mitch and I are on the exactly the same page about the importance of operational support to the success of our franchise organization.

As we commemorate your past, today, we also celebrate a new beginning -- and I feel privileged to be a part of that. Today, we're making new beginnings throughout ColorTyme operations support.

Photos of trainers

One of the new developments that I think you'll find of the greatest value is the addition of Mark Shealy and Curt Scollard to our operations support department. Both of these individuals have tremendous rent-to-own backgrounds and I hope you will take advantage of their expertise. They have been brought on board to fill a slightly broader role than their immediate predecessors. They will be responsible for providing:

GRAPHIC:

- Training Support
- Consulting Support
- Liaison Support

- Training support, both classroom and in-store
- General operations consulting support
- Liaison support to all ColorTyme departments

- Standards Maintenance

Photo of two Ghost Busters
with the faces of Mark & Curt
superimposed, with theme
music

Example of new graphic
emphasis on RTO connection

- Standards maintenance.

In short, if you're having a problem -- or you just
need some help...

...who you gonna call?

They'll never let you down.

Along with the addition of Curt and Mark, we're
working on revisions to our existing training
materials and manuals, including additional
program support in a few key areas. Stop by our
booth in the vendor show and we'll be happy to
explain the work in progress in greater detail.

We are also in the process of modifying our web
site. Our two main objectives in this project are:
(a.) to make the web site more user friendly with
added clarity related to information being sought,
and (b.) add initial design for a secured side
franchisee interface. This project will continue to
evolve as use of the Internet by you, our
franchisees, demands it.

We're also making new beginnings in marketing,
through the efforts of Lisa Mayo and her

marketing team. Our focus is on branding. We intend to raise brand awareness to a new high, especially the identification of ColorTyme as a rent-to-own company. This will involve modifications to our exterior signage, van decals, print and broadcast media, new promotional balloons and our in-store materials.

The print media effort started earlier this year with “ten items under ten” and “hot deals.” We’ve designed our August and October flyers to be much harder-hitting than in the past by featuring specific brand-name products, rather than generic ones, at hot price points to position ColorTyme as a value leader.

August Flyer

The August flyer features hot deals on computers, a big screen TV’s, DVD’s and selected furniture.

October Flyer

The October flyer features ColorTyme’s exclusive Magnavox 25” home theater system, along with a Basset bedroom, an Ashley living room and a computer with a 99-cent printer add-on. Make sure you take a look at the new Magnavox home theater system at the trade show. Notice I said “home theater system” and not “home entertainment center.” You’ll know why

when you see it.

Both these flyers will speak much more directly to customer needs and expectations than any flyers we've ever produced.

Still from TV spot

Then there's our new TV spots. In February, Mitch told you that, as a result of Franchise Advisory Council input, we intended to create commercials with a spokesperson who would become nationally known as "the rental guy." He said we wanted someone who had the potential of becoming as familiar to the public as "the Motel 6 guy" or the "Maytag repair guy." Well, let me tell you that Gary Hughes is the quintessential "rental guy." He plays the part like he was born to it -- and I predict that people will remember him.

Roll new TV spots

What did I tell you? It's like he's already part of "our television heritage." These new spots are garnering rave reviews in many markets. Let's give Gary and Lisa a big hand for their tremendous effort.

Now, as excited as I am about these new commercials and the new beginning they represent, the most exciting new beginning we've

Alliance logo

made is a new beginning in purchasing, thanks to our Director of Sales, Rhonda Davis, and the Purchasing Department . In May of this year, we passed another major milestone, this time in computers. The program we have with Alliance Computing Technologies has been in place for quite a while and many of you have praised Alliance highly for their excellent integrated service program.

Compaq logo

But the milestone I'm referring to is the addition of Compaq as a second option for entering the computer market. Consistent with the upscaling of all our other products, we wanted to market the best brand we could -- and Compaq is the number one PC brand in America. It doesn't get any better than that. So now, as a ColorTyme franchisee, you can provide the computer more people want -- or you can go with Mitac and take advantage of the great service offered by Alliance -- or you can enjoy the best of both worlds.

Photo: Compaq & Mitac computers

Rental and service training on these new computers is as simple to arrange as training on any other ColorTyme product. Part of our agreements with every vendor we have is that they provide free in-store training for any store

that wants it. Training on these high-tech products is no tougher than it is on other products, and both companies have put great programs together for you. All it takes is a phone call, to the vendor or to us at the Support Center.

Rhonda and her team have also made strides in gaining better access to inventory for us. To deal with the just-in-time inventory management programs and the corresponding lack of free inventory access that are now the norm, Rhonda and her team have implemented an inventory forecasting program. With your help and participation, they will now be able to improve access to product at peak demand times. If you haven't already done so, please fill out your forecast forms and return them to Rhonda. Working together in this critical area is the only way we'll be able to ensure our success.

Set-top box

Digital TV

Computers, I suppose, are the crown jewel of the digital revolution, but they are not, by any means, the only digital products that hold incredible potential for us. Set-top boxes that enable you get an enhanced picture from a digital signal on an analog TV are available. New TV's are all Digital ready. DVD's and digital camcorders

DVD
AC3
HDTV

provide picture resolution that can only be seen optimally on a digital TV. DVD's provide audio that can only be appreciated through a new digital surround-sound 6-channel system. High-definition digital signal is now broadcast in 30 major markets, and over 26,000 HDTV sets have already been sold.

Home theater scene

The switch from analog to digital is on -- and all the new products that are driving it are here at the ColorTyme trade show. Just think: 20 years ago what people wanted more than anything was a TV that just showed color. Now they want a TV the size of a picture window with a picture as sharp as a 35mm movie, bone-shaking sound that comes from everywhere and the ability to display more than one channel at a time! Things sure can change in 20 years.

•• *ROLL "HOW THINGS
HAVE CHANGED" VIDEO
SEGMENT* •• #10 Darryl Rose

STEVE: Now, to present our
this year's Top Ten
Franchisees Awards, here's
Mitch.

MITCH: Thanks, Steve. As always, this is my favorite part of our meeting, the part where I get to recognize your accomplishments -- and some of your accomplishments this year are awesome. I mean that. Every year, your achievements are more impressive than the year before -- yet every year you achieve even more. So let's get to it. To show that we know how to give credit where credit is due, we ask that our winning franchisees bring their spouses with them to receive their awards:

Starting with our number ten #9 Jim Moore award winner, this franchisee continues to roll along, continuing to grow revenue a few more percentage points in 1998 in his already very

large stores. For the sixth time in the last seven years, please welcome our 1995 Eagle winners, Darryl and Suzy Rose.

Our number nine franchisee #8 John Prothro this year grew his also-very-large stores by more than 5% in 1998. That may not sound like a whole lot, but when you grow 80 and 90-thousand-dollar stores by over 5% in a year, that's really, really good! In the top ten for the fourth year in a row, please welcome Jim and Kay Moore.

In the number eight position #7 Mike Harwood this year is a franchisee who grew his mature store revenue better than 10% last year while finding time to open yet another. They're a group that bleeds ColorTyme green and they're back in the

top ten after a two-year absence. Please welcome our 1990 Eagle Award winners, John and Ann Prothro.

Our number seven franchisee #6 Pat Parker continued to grow his mature store revenue last year while opening three new stores. Moving up from #8 last year to #7 this year, in the top ten for the 7th year in a row and our Eagle Award winner for 1987, please welcome our largest franchisees, Mike and Morganna Harwood.

At number six, this #5 Arnold Jones franchisee also had a banner 1998 with about 9% revenue growth in his oldest stores -- plus opening three brand new ones. Pretty darn good year, I'd say, and you know what? They're in the middle of even a better year as we

speak. Please welcome yet another former Eagle Award-winning couple, Pat and Cookie Parker.

In fifth position this year is a # 4 Tom Lacey franchisee who gained over 70 Agreements per store in 1998, raising that all important revenue also by about 10%. Hey, folks, averaging a little over 70 growth per store when you have all-old stores is outstanding! Back in the top ten for the third time after a one-year absence, please welcome Arnold and Gerry Jones.

Our number four franchisee #3 Gary Hughes had a phenomenal 1998, leading our entire system in agreements growth with an average of 135 per store. In our top ten for the first time ever, he breaks in a #4!

Wow! Please join me in congratulating the world's biggest Denver Broncos fan, Tom Lacey.

In third place, this next franchisee grew his average store revenue by almost 14% in 1998 while also opening three brand new ones. That got him from #10 last year all the way up to #3 this year. Sounds like a group that wants to win another Eagle soon. Please welcome our 1994 Eagle winners into the top ten for the 6th straight year, Gary and Jutta Hughes.

#2 Ned Johnson

In second place is a perennial top ten performer for our system. In 1998 they continued to grow their mature store revenues while adding seven, count - em, seven stores into their group.

#1 Steve Gopoyan

Please welcome for the 6th year in a row, our only 2-time Eagle winner -- and they were awfully close to making it 3 times -- please welcome Ned and Helene Johnson.

Here we are, time for number one, numero uno, the best of the best in 1998.

This group grew almost 100 per store and raised their revenue -- and again we are talking about revenue increases in already-big stores -- by almost 15%.

This is his third year in a row in the top ten. He was #4 last year but #1 this year.

Even though he's a damn Red Sox fan, please join me in welcoming Steve

Goyopan and Kelly Couture as ColorTyme's 1998 Franchisee of the Year!

We're going to Aspen, Colorado. We'll be staying at the Silver Tree Inn, in Aspen's beautiful sister city, Snow Mass, Colorado. You all know the Aspen area as a great resort in the winter-time, but it's a great place to visit in the summer, too. There's hiking, biking, horseback riding, fishing, swimming, and some gorgeous golf courses. The scenery that will knock your socks off -- but it may not be hot enough to go barefoot! So make your plans now -- and prepare to be cool.

We're going to take a short break now but don't go far because the best is yet to come. So hurry back! We start again in 15 minutes!

Congratulations to all our top ten franchisees. As I said before, you guys are impressive!

Now, before we take our break, I want to tell you about the venue for our meeting next year. Once again, we've been listening to our franchisees. Looking at the record attendance we have here in Lake Tahoe, we believe we're on to something. If we build it someplace cool -- you will come! So, for our meeting next summer, we're going to beat the heat once again.

BREAK

VO: Ladies and gentlemen, please take your seats and welcome back the President of ColorTyme, Mitch Fadel.

Fanfare in
Lectern lights up
Fanfare out

MITCH: Welcome back. Our keynote speaker this morning is an actor, songwriter, recording artist and an award-winning athlete who fought his way back from a paralyzing injury that cut short his football career. He is the primary

contributing author to the *New York Times*' best-selling series, "Chicken Soup for the Soul" and the author of 10 of his own highly acclaimed books including "Puppies for Sale," which was recently made into a motion picture filmed at Paramount Studios and starring Jack Lemmon. And he has been named "One of the Top Ten Speakers in the World" by Achievers Canada and Achievers Europe. So please give a big ColorTyme welcome to... Dan Clark!

Fanfare in
Speaker enters
Fanfare out
Speaker ID graphics up

•• *KEYNOTE SPEAKER PRESENTS* ••

MITCH: Thank you, Dan.
Now I know what your press release meant when it said you were "changing the world one story at a time."

Now back to Vision 20/20. We've looked at our yesterday. We've looked at our today. So let's look at our tomorrow. To a very large extent, our tomorrow is digital.

••*ROLL DIGITAL TECH VIDEO SEGMENT*••

Don't get me wrong. We expect the staples of our business, the appliances and the furniture, to continue to grow. We don't intend to neglect that for a minute.

But the opportunity presented to us by the advent of digital technology is even greater than the opportunity Willy Talley saw when he saw “it’s time for a color TV.” For the same reasons that people wanted to move up to color, people want to move up to digital. Only, when you rented your color TV, your quest for the best was over. When you rent your first piece of digital equipment, your quest has just begun.

Not even the advent of the VCR was this big because, there again, once you got the VCR, your quest was over. It hooked right up to the TV and stereo you already had and gave you everything you could get from it.

But when you rent a digital -
- or better yet, an HD -- TV,
you won't get the best
picture it has to offer unless
you have a source for digital
video signal, like a DVD or a
digital camcorder. If you
rent a DVD, a digital TV is a
must. And you can't get the
best sound the DVD has to
offer unless you have a new
Dolby Digital AC3 decoder
and six speakers. Even
people who have state-of-
the-art Dolby Pro-logic 5-
channel Surround Sound
home theaters will want to
move up to digital.

And, from our perspective,
the economy can only get
better. The Fed may take the
first steps in that direction
this summer.

So I envision our tomorrow

as one enormous opportunity
-- an unprecedented
opportunity -- and I see
ColorTyme perfectly poised
to make the most of that
opportunity in every respect.
We've got the purchasing
power of the biggest rent-to-
own company in the world,
the best training programs
and the strongest operational
support systems in the
industry. We know who we
are, where we've come from
and where we're going.

••*ROLL "TOMORROW "*
VIDEO SEGMENT••

Looking ahead to where we'll be 20 years from now, some of it's hard to even guess at, like what we'll be renting. Intelligent furniture? VR entertainment centers? Personal theaters? Maybe domestic robots. Who knows?

But some of it's easy to see. Regardless of what we're renting, customer service will still define our success, even though what defines customer service in the future may be different from what defines it today. For example, as products become

more and more complex, product knowledge and consumer education will become more and more important. But whatever challenges tomorrow's customer service may bring, we'll still committed to being the best in the business at it

I can also see that our average store revenues will be way above today's levels and our stores will be much bigger, that much you can be sure of. We may even have ColorTyme megastores. Our ColorTyme system will be much larger than today as well, with more franchisees and more stores than ever.

We'll have direct, real-time, two-way audio and video communications throughout the network. You'll be able to place orders electronically and track them minute-by-minute from the factory to your store. You'll be able to make electronic paycheck-withdrawal agreements with your customers to deduct and transfer rental fees automatically. Merchandise in the field will communicate with you directly, over the Internet, to tell you if it's being improperly used or badly maintained. You'll be able to get interactive training, on-demand, over the Internet. And

you'll be able to see where every item you have out on rent is at all times, through global positioning.

Now if all that seems like pie in the sky, just look back on the changes of the last 20 years. In 1979, which of you could have predicted that we would be renting personal computers in 1999? They didn't even exist back then! Looking at how ColorTyme was organized back then, how many of you could have predicted that you would one day be working with a company that supplied you with full-service support for financing, site selection, store design, inventory, hiring, training, purchasing, merchandising, marketing, advertising, accounting and administration? All that would surely have seemed like a bigger pie in the sky than what I just predicted.

So now I want to challenge you. What's your vision? How do you envision the next 20 years? Vision is not just something that comes from a guy like Willy Talley, you know. It's not a mystical experience that comes to you unexpectedly. It's not a light that shines on you from on high. It's something you sit down and do

-- not unlike the goal setting we practiced last year, but with a longer time horizon.

It's something that's done by every successful man and woman in every walk of life. And if it's true that nothing can be achieved that is not first envisioned, then it's something we must do if we want to be successful. So where do you see yourself 20 years from now? How many stores will you have? How big will they be? What markets will you be in? What will your organization have to be like to support that many stores? How will you get from here to there? Have you sat down and tried to envision it? You should.

There's an old Chinese proverb that says, "A task without vision is drudgery. A vision without a task is a dream. A task with vision is victory." Well, our task is satisfying our customers. Our victory is assured by our vision. And only you can set the vision for your business or your area of responsibility.

Now I know that 20 years is a long time. I know there are many aspects of the future that we

simply can't see -- but let me tell you what I can see.

I can see ColorTyme leading the industry into the digital age, both in terms of the products we offer and the way we operate.

I can see ColorTyme leading the industry in customer service as we continually search for innovative new ways to fill more of their needs.

I can see ColorTyme providing the best franchise opportunity in the country.

And I can see ColorTyme continuing to grow.

I can see rent-to-own emerging as a distribution channel that appeals not only to those who can't get credit, but to those who can't get the level of service they want, as well!

I can see the ColorTyme brand as the number one rent-to-own brand in America, preferred by consumers even over our parent company's brand.

I can see franchisees with unprecedented numbers of stores.

I can see stores with unprecedented revenues and record profits.

And, most importantly, I can see customers continuing to get value they can't get anywhere else.

So what can you see for your business and your future? If you haven't sat down and tried to envision your future 20 years from now, give it a try. You might just find that your vision is... 20/20!

Now, ladies and gentlemen, to conclude our session this morning, I'm going ask you to join with me in celebration. After all, it's our birthday! And that's definitely something to celebrate!

Drum roll

MITCH: So...---
in keeping with our industry leadership...
and in tribute to our digital future...

we have arranged to have made...

especially for ColorTyme...

the world's, as-far-as-I-know, first ever...

digital birthday cake!!

Please join me now in celebrating ColorTyme's
best birthday ever!

Lights down

"Happy Birthday" plays

Motorized lights ballyhoo?

Curtains part to reveal cake
with pyro candles, slanted up

for viewing by audience

Mitch leads applause

Shills whistle and cheer

Stage hands wheel cake out
and across the apron for better
viewing

MITCH: As you can see, this cake is made of
individual bites -- or digital bytes, as it were --
and from here it goes to our lunch room where
each of you can enjoy a "byte" of your own. I'll
see you there!

Happy Birthday, ColorTyme!

Music crescendos

Confetti cannons?

Balloon drop?

Music transitions to walk-out

House light up